International Trade Canada | Commerce international Canada

Canada

CanadExport

Vol. 22, No. 14
September 1, 2004

Canadian canola finds new market

Virtually unknown in Pakistan until 2002, Canadian canola has taken almost 40% of the market for edible oilseeds from Pakistan's traditional suppliers, Australia and the European Union. Imports from Canada reached $180 million in 2003, making Pakistan the fourth-largest market for Canadian canola. The profile generated by this increase has created further interest among commodity traders in Pakistan and has encouraged its solvent extraction industry to view Canada as the canola supplier of choice.

The phenomenal increase in sales of Canadian canola to Pakistan was made possible by the joint efforts of the Canadian High Commission in Islamabad and the All Pakistan Solvent Extraction Association. Both lobbied the Government of Pakistan to resolve tariff and tax issues that discriminated against the import of Canadian

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Photo: The Canola Council of Canada

Learn to bid on ADB projects

St. John's, Halifax, Montreal, Toronto — October 4-15, 2004 — Representatives of the Asian Development Bank (ADB) will be visiting Canada to educate suppliers and consultants on how to bid successfully on ADB projects. Don't miss this chance to learn about how to successfully track and bid on ADB-funded business opportunities in the Asia-Pacific region. These bi-annual seminars are jointly organized by the Canadian Embassy in Manila and the ADB.

The two-day seminar will take place in each city. The first morning will allow participants to learn about ADB's evolving role in the region, and find out how and where to obtain key information to pursue specific opportunities. There will be two parallel workshops in the afternoon. One dedicated to the recruitment of consultants, which will cover consultant registration, expressions of interest, short listing procedures, and the submission of competitive technical and financial proposals. The other will focus on the procurement of goods or works and will cover procurement methods and procedures, how to submit a competitive bid, bid evaluation and so on.

The second day will be devoted to one-on-one meetings with ADB specialists so that you can discuss specific issues of concern.

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One-stop shop for exporters opens soon

The **Canada Export Centre**, Canada's first permanent exhibition facility for export opportunities, is set to open in Vancouver this November. The centre will provide a one-stop shop for Canadian export opportunities.

Aimed at increasing international sales and visibility for Canadian businesses, the Canada Export Centre will provide Canadian manufacturers and service providers with the ability to showcase their wares year round in a centre featuring 370 permanent booths. Member-exhibitors of the centre will have access to meeting rooms, business facilities and two presentation rooms.

The centre will be staffed with an experienced sales team to promote members' products and assist visitors as well as conference and trade show attendees.

Centre members will benefit from an aggressive sales and marketing agenda including:

- the promotion of Canadian exports to the 8.3 million international travelers who visit Vancouver annually;
- direct exposure to some 200 annual inbound trade missions to British Columbia; and
- the opportunity to meet international trade delegations and organizations.

The centre is modeled after similar export facilities in New Zealand and Taiwan.

"I am very excited that Canada will soon have the type of facility that has built new export business in other countries," says Bob Armstrong, President and CEO of Import Export Canada. "Having seen the amazing success of the New Zealand facility, I know this is an excellent opportunity for Canadian exporters looking for ways to increase their exports."

Mark Mensing, the Centre's director, says small and medium-sized enterprises have much to gain from the companies' ability to access an international audience.

"The cost for a single company to effectively market themselves internationally can be prohibitive," he says. "The Canada Export Centre makes it possible by providing year-round exposure to individuals and companies interested in the export of Canadian products, all for what it would cost to attend an average three-day trade show."

Canada has an estimated 40,000 manufacturers and exporters. In 2003, Canadian exports amounted to some $401 billion.

For more information, contact the Canada Export Centre, tel.: (604) 664-1040, Web site: www.canadaexportcentre.com.

CanadExport

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Circulation: 55,000
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CanadExport is published twice monthly by International Trade Canada's (ITCan) Communications Service Division.

CanadExport paraît aussi en français.

ISSN 0823-3330

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Publication Mail Agreement Number: 40064047

Return undeliverable Canadian addresses to:
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Asian Development Bank — *continued from page 1*

For more information, contact the following International Trade Canada trade commissioners: St. John's (October 4-5), Keith Warren, e-mail: warren.keith@ic.gc.ca, tel.: (709) 772-6600; Halifax (October 7-8), Christine Smith, e-mail: smith.christine@ic.gc.ca, tel.: (902) 426-9957; Montreal (October 12-13), Julie Insley, e-mail: insley.julie@ic.gc.ca, tel.: (514) 283-5974; Toronto (October 14-15), Lesley-Ann Reed, e-mail: reed.lesley-ann@ic.gc.ca, tel.: (416) 973-6154.

Seminar participants include: Omar Tiwana, ADB Senior Consulting Services Specialist; Émile Gauvreau, Canadian Executive Director; Bernhard Zantgraf, Senior Procurement Specialist; and Francis Uy, Canadian ADB Liaison.

THE CANADIAN TRADE COMMISSIONER SERVICE

Paris food show a recipe for success

Salon international de l'alimentation (SIAL) 2004

Paris, France — October 17-21, 2004 — Are you looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products to the global food products marketplace? Then do not miss the **Salon international de l'alimentation (SIAL) Paris 2004**. Join the Canadian pavilion at the world's largest food industry event in 2004. This show is expected to draw 5,200 exhibitors from 98 countries and 135,000 trade professionals. Agriculture and Agri-Food Canada (AAFC) is coordinating Canada's presence at SIAL Paris 2004. Companies that participate in the Canadian pavilion will benefit from a range of services, such as a high-quality booth, invitations distributed to buyers from several countries, promotional support and a Canadian evening featuring our food, culture and diversity.

The Canadian pavilion

The Canadian pavilion already includes 31 companies and 5 associations which will display their products to this international market. One of the main attractions of the Canada Pavilion will be Chef Jean Soulard from the Hotel Fairmont-Château Frontenac. Also, the Voortman Cookies company will receive two Sial d'Or for its delicious cookies.

Rendez-vous Canada reception

A unique opportunity for Canadian exhibitors at SIAL to participate in a networking session with foreign buyers and importers.

One-on-one meetings with trade commissioners

Canadian exporters at SIAL will have the opportunity to meet with members of the Canadian Trade Commissioner Service from around the world to discuss international business opportunities in their respective markets.

For more information, go to the Agriculture and Agri-Food Canada Web site at http://ats.agr.ca/events/3669_e.htm or contact:

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Obtain a personalized Web page. Register at ***www.infoexport.gc.ca***.

Twin cities welcome Canadian light rail system

***Bombardier**'s light rail transit (LRT) commuter rail system will soon connect major centres and suburbs in the Minneapolis-St. Paul region.*

Several years ago, Chuck McGriff, Business Development Officer at the Canadian Consulate General in Minneapolis, uncovered a proposal by Minneapolis-St. Paul to establish an LRT system. He shared this market intelligence with Bombardier and, on June 26, 2004, the company's technology was centre stage as the first phase of the light rail transit service was launched.

During its first full week of paid operations, the light rail trains carried more passengers than Metro Transit had expected. The agency, which operates the light-rail system, reported 93,000 riders between June 28 and July 4, nearly 68% more than the 55,400 riders that had been expected.

The first phase of the project is to be completed by December 31, 2004, and will provide 19 kilometers of service through 17 stations to downtown Minneapolis, the Minneapolis-St. Paul International Airport and the Mall of America in nearby Bloomington.

Passengers travel on 14 *Flexity* light rail vehicles (LRVs) manufactured by Bombardier. The LRVs represent the first North American application of Bombardier's *Flexity* light rail technology. The company is manufacturing a total of 24 *Flexity* LRVs for Metro Transit, which is the 11th largest transit system in the United States.

The *Flexity* LRVs employ service-proven engineering concepts from Bombardier's low-floor, light rail products in Europe while complying with all North American standards and regulations. The low-floor design facilitates passenger access at grade level, helping transit agencies avoid costly construction of special ramps and access platforms.

Car shells for the LRVs are manufactured by Bombardier in Mexico with final assembly and testing taking place at the company's manufacturing site in Plattsburgh, New York.

In North America, Bombardier is the leader in high-speed rail, commuter rail, automated rapid transit and guide way transit systems. The company also maintains two of the largest multi-level commuter fleets in Canada and the United States.

For more information, contact Estelle Arnaud-Battandier, Canadian Consulate Trade Office in Minneapolis, tel.: (612) 492-2910, fax: (612) 332-4061, e-mail: estelle.arnaud-battandier@international.gc.ca.

Bombardier's light rail transit system is up and running in Minneapolis-St.Paul, Minnesota.

Fortune 500 companies look to Aboriginal companies

In April, the Native American Business Alliance (NABA) held its 4th annual convention in Santa Ana Pueblo, New Mexico. Again this year, Canada's Aboriginal business community was well represented. The conference has become a key event for representatives of Fortune 500 companies to meet with potential aboriginal suppliers, both American and Canadian. NABA is also a useful venue for North American Aboriginal companies to network with one another.

The Canadian delegation included a record 42 Aboriginal companies, Aboriginal economic development officers, chiefs and government trade representatives. Corporate participants and event sponsors included Daimler Chrysler, UPS, Coca Cola, Ford Motor, Proctor and Gamble, General Mills and Walt Disney.

International Trade Canada (ITCan) sponsored an on-line trade mission

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Canada knocks on wood at U.K. building fair

This year's **Interbuild**, the United Kingdom's largest and most important exhibition for the building and construction industry, attracted 40,000 buyers, architects, contractors, builders and specifiers from around the world.

Fifty Canadian organizations made up the Canada pavilion making it the single largest national presence at the fair. The Canada Wood area showcased flooring, engineered wood products and wood-frame housing among other value-added wood products. The Canadian pavilion was home to a number of private firms, an Ontario delegation and the Super E® House Program. Super E®, supported by Natural Resources Canada, International Trade Canada, the Canada Mortgage and Housing Corporation and the Canada Wood Export Program, provides marketing, technical and training support to Canadian exporters of high quality housing.

Opportunities

Interbuild is quickly becoming a must-attend event for Canadian companies in this sector. Recently, the U.K. has seen a dramatic rise in new home building to meet increasing demand. With property prices in the U.K. at their highest level in almost 20 years, and an industry unable to meet the country's growing needs, the U.K. is set for a new period of steady housing expansion with major opportunities for international suppliers.

The U.K. has opened up new green and brownfield sites for development with a greater emphasis on building density and sustainable building practices. A brownfield is a property whose expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

The British government is keen for its industry to adopt modern forms of construction, including offsite manufacturing like panelizing and prefabrication, for example. The U.K. government wishes to improve building standards, reduce costs, decrease construction times and address areas of energy conservation and sustainability. Canadian firms, with far greater experience in wood-frame construction, are meeting this challenge and earning a positive reputation both in the local press and within the U.K. construction industry.

The next Interbuild exhibition is scheduled to take place from April 23 to 27, 2006. **For more information**, contact Jason Kee, Canadian High Commission in the United Kingdom, tel.: (011-44-207) 258-6600, fax: (011-44-207) 258-6333, e-mail: jason.kee@international.gc.ca.

Fortune 500 — *continued from page 4*

(www.dfait-maeci.gc.ca/trade/missions/oltm) for this event. This was a first for the NABA convention and was a useful tool for Canadian and U.S. companies to introduce themselves on-line to potential partners before the event.

ITCan also sponsored a networking breakfast for the Canadian companies. The purpose of the event was to inform participants of the department's export assistance programs and services in the U.S. (www.infoexport.gc.ca). This also allowed companies to network with one another as well as share information on how to do business in the U.S. and with Fortune 500 companies. As pointed out by one successful business person during the seminar, "exporting is essential to broadening your market and once you get through the paperwork, it's worth it."

Dave Tuccaro, President of the National Aboriginal Business Association of Canada, was so impressed with the event that he is determined that next year's mission to NABA will have an even larger Canadian participation thanks to active recruitment from his association's membership.

NABA 2005 will be held at the Walt Disney World Resort in Orlando, Florida, from April 15 to 18, 2005. **For more information**, go to NABA's Web site at www.native-american-bus.org, or contact Rosi Niedermayer, International Trade Canada, tel.: (613) 944-0634, e-mail: rosi.niedermayer@international.gc.ca, Web site: www.itcan-cican.gc.ca.

"NABA is the best business conference that we have ever attended! We are now in discussions with an American Native-owned company and a Fortune 500 company for the distribution of our Nisga'a Wild Salmon and canned salmon line into the U.S. market."
Harry Nyce,
President, Nisga'a Fisheries Ltd.

Harry Nyce of Nisga'a Fisheries Ltd. in a one-on-one meeting at NABA.

Asia's largest ICT event brings record crowds

This year, 41 Canadian companies participated in **CommunicAsia/BroadcastAsia**, Asia's largest communications, broadcasting and information technology trade event. Canadian companies returned to the show in record numbers after a one-year break in 2003 when the show was cancelled due to concerns over the SARS outbreak in the region.

"CommunicAsia/BroadcastAsia is a key platform for Canadian companies to access ICT markets across the Asia-Pacific region," says Steven Gawreletz, Senior Trade Commissioner and Counsellor (Commercial) of the Canadian High Commission in Singapore. "We were delighted to see the return of so many Canadian companies at this year's show, as well as first time participation by many new media companies."

"The strong Canadian presence underscores our companies' recognition of the opportunities available in the Asia-Pacific region," adds Margo Morin, Executive Director of the ICT Branch at Industry Canada. "The strongest growth overall for Canada's ICT sector was in Southeast Asia, where sales reached $253 million, surpassing the growth of exports in other key markets."

The Canadian pavilion showcased a number of unique Canadian technologies demonstrating Canada's innovative capabilities in the ICT sector. A live Singapore-Canada Gaming Challenge was staged to showcase "Neverwinter Nights", an award-winning Canadian game by Bioware Inc. The live gaming sessions were supported by Wi-LAN Inc.'s WIMAX, the latest in Canadian wireless broadband solutions.

"Our participation at CommunicAsia has been a very productive experience. Being part of the Canadian pavilion means that despite being a relatively small exhibitor in a large and crowded event, we were able to elevate our visibility," says Kia Chong, Director of Asia Pacific Sales at Wi-LAN Inc.

ICT Partnering Forum

One of the highlights of the week was the Canada-Southeast Asia ICT Partnering Forum. The full-day conference profiled 18 companies that presented their products and technologies to an audience of 180 local and regional ICT executives. It was a key venue for the Canadian participants to meet with potential partners and buyers in the region.

"Our participation in the Partnering Forum was particularly valuable in connecting us directly to a number of high-quality prospective clients. The event proved to be an efficient strategy for identifying and exploring meaningful new sales leads," says Garth Sam, Vice-President of Atlas Micronet Inc.

Canada's recognized top position in e-government services drew much attention on the margins of the CommunicAsia trade show. Simon Gauthier, Canada's Deputy Chief Information Officer, was invited to speak at **iX 2004**, a regional IT business forum organized in conjunction with CommunicAsia. More than 800 senior business and IT executives, including e-government officials from across the region, attended the conference and learned about Canada's successes in creating the world's best government on-line service.

Momentum is already building for the next CommunicAsia/BroadcastAsia, which will be held from June 14 to 17, 2005. **For more information**, contact Esther Ho, e-mail: spore-td@international.gc.ca, Canadian High Commission in Singapore, or Michael Cleary, Office of International Business Development, Industry Canada, tel.: (613) 991-4903, Web site: www.infoexport.gc.ca.

Canadian canola — *continued from page 1*

canola for extraction purposes. The resolution of these issues helped spur local importers' interest in Canadian canola seed.

Encouraged by the positive signals from the Pakistan market, the Canola Council of Canada (CCC) and the Canadian High Commission jointly held a series of seminars in January 2004 to promote the use of Canadian canola oilseed and meal by the local solvent extraction industry and feed mills. The CCC also funded the visit of an expert in edible oils to Pakistan to hold technical discussions with solvent extractors and oil refiners to help improve the processing of Canadian canola seed and oil in their factories. The local industry has welcomed this initiative, as the traditional suppliers of edible oilseeds have never held any promotional activities in this market to help the local crushers resolve their processing issues.

The future of Canadian canola is very bright as Pakistan now imports close to 1 million tonnes of edible oilseed. Imports are expected to rise even further, given the high population growth rate and low priority for the local production of edible oilseeds. Canadian canola producers and exporters anticipate a sustained demand for their product in Pakistan for years to come.

For more information, contact Jean-Stéphane Couture, Senior Trade Commissioner, Canadian High Commission in Pakistan, tel.: (011-92-51) 227-9100, fax: (011-92-51) 227-9111, e-mail: jean-stephane.couture@international.gc.ca.

2004 Hydrogen & Fuel Cells Conference

Toronto – September 25-28, 2004 – The **2004 Hydrogen & Fuel Cells Conference** will be a unique opportunity to discuss the latest developments in hydrogen and fuel cell research and product developments and to meet industry, government and academic leaders who are shaping this growing industry. You will also have the chance to attend plenary sessions, presentations and commercial exhibits as well as learn about the latest research and commercialization developments. Witness an exciting array of industrial and product demonstrations to obtain a better understanding of Canadian capabilities in this important industry.

Meet members of the Canadian Trade Commissioner Service from key foreign markets to explore export opportunities in their respective markets.

For more information, contact the conference secretariat, tel.: (604) 688-9655, or Frédéric Fournier, International Trade Canada, tel.: (613) 996-1758, e-mail: frederic.fournier@international.gc.ca, Web site: www.hydrogenfuelcells2004.com.

Tune in to mentorship program launch

On September 23, 2004, Young Entrepreneurs Association of Canada (YEA) will host a series of gala lunch events—simulcast in 7 cities across Canada—to introduce the **Peer Mentorship Program**. This program is designed to support young and new entrepreneurs through the early stages of business development.

The 30-minute production will feature presentations from entrepreneurs, government representatives and program partner organizations. Discussions will cover the hurdles of entrepreneurship and how this new program can make a difference in overcoming these challenges in building sustainable enterprises. With a target audience of 10,000 viewers, partners and sponsors will have access to an exclusive audience of dynamic business owners.

The YEA is a national, non-profit organization providing unique opportunities for entrepreneurs under 35 and under to connect with peers who understand the challenges and rewards of entrepreneurship. **For more information**, go to www.yea.ca.

Columbia to host major ICT event

Cartagena, Colombia — October 20-22, 2004 — **Andicom 2004**, is the Andean region's largest and most respected information and communications technology (ICT) trade show. More than 500 companies participated at last year's exhibition, including industry heavyweights like Cisco Systems, Alcatel, Motorola and Bellsouth.

This year's event is of special interest to Canada because of the strong performance of the Colombian economy. The country projects its gross domestic product to grow by 5% in 2004. In fact, an increasing number of Canadian companies are seeking new business opportunities in the region.

This year, Andicom will profile Sweden, which is heavily promoting its ICT sector and is bringing world-class companies like Swedtel and Ericsson to the exhibition.

For more information, contact the Canadian Embassy in Bogotá, tel.: (011-57-1) 657-9800, fax: (011-57-1) 657-9915, e-mail: bgota-td@international.gc.ca, Web site: www.cintel.org.co.

Multi-sector fair largest in South America

Bogotá, Colombia — September 28 - October 2, 2004 — Held every two years, the **Bogotá International Trade Fair** (BIF) has become the largest multi-sector industrial trade show in South America.

BIF gathers international manufacturers and suppliers of equipment and services from a wide array of sectors and disciplines from metal mechanical equipment and plastics processing machinery to construction equipment, communications and information technology and security products. This fair is the region's main industrial development forum.

Last year's show attracted 675 international exhibitors from 19 countries including the United States, Canada, Germany, Spain, France, Italy, the Netherlands, Belgium, Denmark, China, Brazil and Venezuela. More than 50,000 professional buyers from Colombia and neighbouring countries attended.

For more information, contact CORFERIAS, fair organizer, tel.: (011-571) 381-0000, fax: (011-571) 337-7964, e-mail: eserrano@corferias.com or tmunoz@corferias.com, Web site: www.feriainternacional.com, or the Canadian Embassy in Bogotá, tel.: (011-571) 657-9800, fax: (011-571) 657-9915, e-mail: bgota-td@international.gc.ca, Web site: www.bogota.gc.ca.

Commonwealth Education Fair

MANILA, PHILIPPINES — November 12-13, 2004 — The Trade Commissioner Service of the Canadian Embassy in Manila, in collaboration with the British Council, IDP Education Australia and New Zealand Trade and Enterprise, has organized this premier education marketing fair for Canadian post-secondary institutions in the Philippines. This year's theme is *Global Education Alternatives — A Commonwealth of Choices*.

This is the third time that these four Commonwealth countries have come together in the common interest of promoting themselves to Filipinos as competitive study-abroad destinations. The previous Commonwealth Education Fair was considered a great success, drawing over 900 students. Canadian educators who participated commented that they found most of the students they met to be excellent candidates for their institutions.

Hoping to build on the momentum of the first two events, the organizers are planning more promotion of this year's education fair to maximize attendance.

Commonwealth Education Fair 2004 is designed for Canadian educational institutions and companies interested in exploring a new market with lots of potential. Interested organizations can either participate as exhibitors, or send information and brochures to be displayed and distributed at no cost through the Trade Commissioner Service's Information Booth.

For more information, or to participate in the Trade Commissioner Service Information Booth, contact Robert McCubbing, Trade Commissioner, e-mail: robert.mccubbing@international.gc.ca, or Anna Apostol, Trade Program Assistant, e-mail: anna.apostol@international.gc.ca.

Czech in to medical trade fair

BRNO, CZECH REPUBLIC — November 2-5, 2004 — If you are interested in the Czech health care market, attend **MEFA 2004**, that country's largest international fair for medical technology and pharmacy. Interested companies can send brochures to the Canadian Embassy in Prague for presentation at the Canada Information Booth, or be there in person.

For more information, contact Ilona Boldova, Commercial Officer, Canadian Embassy in the Czech Republic, tel.: (011-420) 27210-1864, fax: (011-420) 27210-1894, e-mail: ilona.boldova@international.gc.ca, Web site: www.bvv.cz/mefa.

Israel hosts telecom exhibition

TEL AVIV, ISRAEL — November 8-11, 2004 — The **Telecom Israel Conference and Exhibition** features over 200 of Israel's leading telecom players, developers and service providers, including Nortel Networks Israel. In addition to the exhibition, there will be a professional interdisciplinary conference featuring leaders in the world's telecommunications community.

International Trade Canada will have a presence at this event and is recruiting Canadian companies to share a pavilion.

The latest market report for this sector in Israel can be viewed at: www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=44146, in English, and www.infoexport.gc.ca/ie-fr/DisplayDocument.jsp?did=44146, in French.

For more information, contact Jessica Nachlas, Business Development Officer, Canadian Embassy in Tel Aviv, tel.: (011-972-3) 636-3353, e-mail: jessica.nachlas@international.gc.ca, or Mona Bieber, Trade Commissioner, Middle East Division, Foreign Affairs Canada/International Trade Canada, tel.: (613) 944-6994, e-mail: mona.bieber@international.gc.ca.

Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or Web site: **www.dfait-maeci.gc.ca**.

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